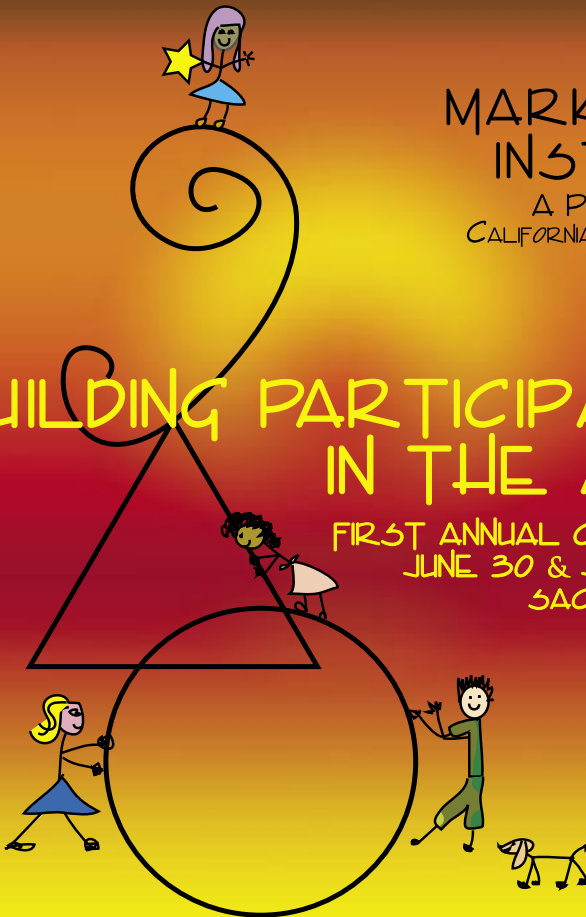


# ARTS MARKETING INSTITUTE

A PROGRAM OF THE  
CALIFORNIA ARTS COUNCIL

## BUILDING PARTICIPATION IN THE ARTS

FIRST ANNUAL CONFERENCE  
JUNE 30 & JULY 1, 2003  
SACRAMENTO, CA



# ARTS, EQUITY, AND PUBLIC VALUE

Building participation in the arts can be daunting in times like these; but difficult times are precisely when new strategies and bold steps are required. Research shows that people are seeking ways to bring meaning and authenticity into their lives. Art can help them do this. Our job is to point the way.

Times like these require us all, artists and art stewards, to think strategically. If one of our goals is to “normalize arts participation” we need to understand where people are in the “arts decision-making process.” Research can help us do this.



We need to identify core values—ours and our audiences, volunteers, donors, the artists we work with, our board and more — and connect these values to the public value of the arts. We also need to understand that arts participation

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CALIFORNIA ASSEMBLY OF LOCAL ARTS AGENCIES

in a democracy is about equity and access, about cultural expression and community.

Come find out what the California Arts Council's new Arts Marketing Institute (AMI) is doing to assist artists, arts organizations, arts communities, and arts agencies. Leave with new tools—a marketing toolkit, if you will—to build audiences and to broaden, deepen and diversify the arts experience for all.

*Belinda Taylor, AMI Director*



SHERATON GRAND HOTEL  
1230 J STREET, SACRAMENTO  
JUNE 30 & JULY 1, 2003

A limited number of rooms have been set aside at a special rate of \$84.00/night for conference attendees. Call 800/325-3535 and mention **AMI Conference** to obtain the discounted rate.

The AMI is made possible by a three-year \$600,000 grant from the Wallace-Readers' Digest Fund with additional funding from the California Arts Council.

# AMI CONFERENCE FORMAT

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The Conference begins 10 a.m. on Monday and ends 3 p.m. on Tuesday.

**KEYNOTE SPEAKER** ~ To be announced. Check our website for updates: [www.cac.ca.gov/ami](http://www.cac.ca.gov/ami)

**WORKSHOPS** ~ Workshops and panel discussions (see other side for details).

**ENTERTAINMENT** ~ Reception and dinner with entertainment Monday evening.

**RESOURCES** ~ All conference attendees will receive a Marketing Toolkit that includes a CD with marketing templates and tips.

**INFORMAL ROUNDTABLES OF AMI FELLOWS** ~ Each of the eight Fellows of the Arts Marketing Institute will be presenting throughout the two days of the conference and will also be available for informal roundtable discussions.

ARTS MARKETING INSTITUTE  
BUILDING PARTICIPATION IN THE ARTS CONFERENCE

Pay by check made out to **CALAA** or use credit card (**Visa or MasterCard** only).

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Organization \_\_\_\_\_

Job Title \_\_\_\_\_

Pay by check ☐

Pay by credit card ☐

**Costs:** \$169 fee includes conference, Monday night reception & all meals (hotel rooms at the Sheraton Grand available at special rate for attendees). **Early Bird** registration (by **May 15**) \$119. **Limited Partial Scholarships:** Check to request a scholarship of \$50. ☐ (You must include a letter stating reason for scholarship.) **Meals:** Check if you want vegetarian meals ☐

**Deadlines:** Early Bird registration: **May 15**. Regular registration: **June 15**.

Late registration: (**after June 15**) add \$35. **Special Needs:** Other dietary needs or disability accommodations, call Julie Raney at 916/322-6379.

Send to:  
**AMI Conference**  
**c/o California Assembly of Local Arts Agencies**  
**116 New Montgomery Street, Suite 203**  
**San Francisco, CA 94105**

# CONFERENCE THEMES



The AMI Conference offers three tracks to follow or mix and match throughout the two- day-conference:


**TRACK ONE** – Making the Case for the Arts

**TRACK TWO** – Arts Participation, Public Value, and Cultural Equity

**TRACK THREE** – Strategies and Approaches - The Marketing Toolkit

*Tracks include specialty sessions by AMI Fellows in their areas of expertise.*

**TRACK ONE**  
Making the Case  
for the Arts



Facts, figures, and the newest research on the impact of the arts. Information you can use about arts in education, arts and brain research, arts and cultural tourism, arts and downtown revitalization, arts as economic engine, creative cities and more. The vocabulary and techniques to make cogent arguments to your funders, donors and “authorizing environment.”

## TRACK TWO

Arts Participation,  
Public Value, and  
Cultural Equity



What are the core values you share with your audience? Are you connecting with them through these values? How do artists and arts organizations identify, create and market public value? Using Social Marketing to achieve behavior change. How is the decision to participate in the arts made? “Unbundling the arts” for greater access. Targeting special populations with effective messages.

## TRACK THREE

Strategies and  
Approaches;  
The Marketing  
Toolkit



Latest thinking in effective, straight-ahead arts marketing techniques. Market research, values-based marketing, segmentation and electronic marketing. We will provide all conference participants with a Marketing Toolkit and CD with tips and templates for marketing campaigns and outreach.

## CAC STAFF

Barry Hessenius, CAC Director  
Paul Minicucci, Deputy Director  
Juan Carrillo, Chief of Grant Programs

## AMI STAFF

Belinda Taylor, Director, AMI  
Julie Raney, Research Specialist  
Marilyn Stanley, Communication Associate

## AMI FELLOWS

Marie Acosta, Special Communities  
Julia Carol, Social Marketing  
Samuel Gilmore, Ph.D., Research  
Victoria Hamilton, Cultural Tourism  
Susan Hill, Special Populations  
Sabrina Klein, Ph.D., Social Marketing  
Felicia Shaw, Cultural Tourism  
Dave Webb, Web/Electronic Marketing  
John Warren, Associate Fellow

## AMI PARTNERS

Al Maitland, CEO, CALAA  
Alison Kelley, Dir. of Programs, CALAA



## E-MAILS

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Marilyn Stanley at [marilyn@calaa.net](mailto:marilyn@calaa.net) with registration queries.

Julie Raney at [jraney@caartscouncil.com](mailto:jraney@caartscouncil.com) with food or hotel queries.

Belinda Taylor at [btaylor@caartscouncil.com](mailto:btaylor@caartscouncil.com) with conference content queries.

**Check the AMI Web site for readings and resources and  
for regular updates on conference panels  
and participants.  
[www.cac.ca.gov/ami](http://www.cac.ca.gov/ami)**



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